

**ANALYSIS OF FINANCIAL FEASIBILITY AND PRODUCTION  
EFFICIENCY OF DAIRY FARM IN PT. FRUCTI AGRI SEJATI  
JOMBANG REGENCY**

Khafsah

**ABSTRACT**

The research objectives aim to analysis of financial feasibility and production efficiency of dairy farm business in PT. Fructi Agri Sejati Jombang Regency which has 100 cattle Fries Holland Cross. The type of this research is descriptive research which conducted in November until December 2017 in Wonosalam Jombang Regency. The research was conducted by surveys so that the primary data from the samples of PT. Fructi Agri Sejati were obtained through interviews and questionnaires, then performed data analysis. Business feasibility analysis based on investment feasibility criteria include Net Present Value (NPV), Net Benefit Cost Ratio (Net B/C), Internal Rate Return (IRR), Payback Period (PP) and R/C Ratio analysis for production efficiency. The results of this research showed that the average value income per year of Rp 141.669.425, and the average inflow per year of Rp 898.382.687 which was sourced from the sale of milk, calf, cow and manure. The business is feasible because all the investment criteria are achievable, have NPV > 0 of Rp 181.016.633, Net B/C > 0 of 1,15, IRR is 12,3 % larger than the discount rate used and PP for 7,2 years. Production efficiency in PT. Fructi Agri Sejati is efficient because the value of R/C > 0 of 1,18.

**Key words** : financial feasibility, production efficiency, PT. Fructi Agri Sejati Jombang